

**AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) A merchandising display assembly, comprising:  
  
an elongated display member having at least a first face and a second face;  
  
a plurality of merchandising support hangers extending from at least one of said first and second faces;  
  
a bracket secured to ~~[[an]]~~ a lower end of said display member and such that said display member is pivotally adjustable relative to said bracket, said bracket mounting to a location of an existing support and in order to support the display member in an elevated and elongate extending fashion; and  
  
an arcuate shaped track defined in an extending surface of said bracket interconnecting said display member, said track defining a range of pivotal adjustment of said upwardly extending display member relative to said bracket.
2. (Original) The merchandising display assembly as described in claim 1, further comprising a substantially “U” shaped bracket, at least one adjustable screw communicating with a surface of said bracket and contacting the existing support.
3. (Original) The merchandising display assembly as described in claim 2, further comprising a pair of adjustable thumb screws associated with said bracket.
4. (Canceled)

5. (Previously Presented) The merchandising display assembly as described in claim 1, said elongated and merchandise supporting display assembly further comprising a strip display, an elongate insert being pivotally associated with and extending from said arcuate shaped track and axially seating said strip display.

6. (Original) The merchandising display assembly as described in claim 5, further comprising first and second spaced apart plates exhibiting aligning tracks, an adjustable wing screw extending through said aligning tracks and an associated end of said elongate insert.

7. (Previously Presented) The merchandising display assembly as described in claim 1, said elongated display member exhibiting a specified shape and size and being adjustable over at least a 180° range of pivotal adjustment.

8. (Original) The merchandising display assembly as described in claim 7, further comprising said elongated display pivoting along an axially extending plane relative said bracket.

9. (Original) The merchandising display assembly as described in claim 7, further comprising said elongated display pivoting along a crosswise extending plane relative said bracket.

10. (Original) The merchandising display assembly as described in claim 1, said elongated display member exhibiting a specified shape and size, an advertising indicia securing to a specified location of said display member.

11. (Currently Amended) A merchandising display assembly, comprising:  
an elongated display member having at least first and second planar extending and merchandise supporting surfaces; and  
a single and substantially “U” shaped bracket secured to [[an]] a lower extending end of said display member and such that said display member is pivotally adjustable relative to said bracket, said bracket mounting to a location of an existing support and in order to support the display member in an elevated and elongate extending fashion from said single “U” shaped bracket.

12. (Currently Amended) A merchandising display assembly, comprising:  
an elongated and reinforced strip display exhibiting first and second oppositely facing surfaces;  
a plurality of merchandise support hangers extending from said first and second faces;  
a substantially “U” shaped bracket mounting to a location of an existing support, an elongated insert pivotally secured to said bracket and seatingly engaged with an axially extending interior defined within said strip display and such that said strip display extends in upwardly extending fashion from said bracket; and

first and second spaced apart plates extending from a surface of said bracket, said plates exhibiting aligning tracks, an adjustable wing screw extending through said aligning tracks and an associated end of said elongate insert;

said strip display being supported in an elevated ~~and~~ elongate extending and pivotally adjustable fashion relative the existing support.

13. (Original) The merchandising display assembly as described in claim 12, further comprising a pair of adjustable thumb screws associated with said bracket.

14. (Canceled)

15. (Previously Presented) The merchandising display assembly as described in claim 12, said elongated display member exhibiting a specified shape and size and being adjustable over at least a 180° range of pivotal adjustment.